Online Shopping in India: A Paradigm Shift in Consumers' Buying Behavior

A

SYNOPSIS

Submitted to registration for the degree of

DOCTOR OF PHILOSOPHY (Ph.D.)

IN

MANAGEMENT

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"The new marketing is more than a way of doing,it is a way of thinking.It begins with an understanding of distinctive characteristics of services their invisibility, intangibility and of the unique nature of service prospects & users their fear,their limited time,their something illogical ways of making decision and their most important drives and needs."

-- Harry Backwith

INTRODUCTION

With rapid growth of the Internet and globalization of market, the retail sector has become an increasingly competitive and dynamic business environment. Business and marketingactivities are affected by the invent of Internet technologies and the Internet is revolutionizingcommerce, marketing, retailing, shopping and advertising activities of products and services.There are several attractive attributes of Internet to not only e-customers but also companieson time and money saving, communication, convenience, easy accessibility, selection from

awide range of alternatives and the availability of information for making decisions and allmarketing activities can be performed via the Internet efficiently. In the era of globalization, companies are using Internet technologies to reach out to valued customers and to provide a point of contact 24 hours a day, 7 days a week.

The advent of world wide web in the early 1990's led to the establishment of a new era in the retail sector i.e. online retailing. It refers to the selling of goods and services on business to business or business to consumer platforms through the internet. In today's epoch of extensive modernization and technological enhancement, the retail market has been revolutionized to a great extent. In order to dominate the market, new tactics have been developed leading to the

dawn of usage of the internet as a medium to establish direct and ongoing relationship with customers.

Click-only or even multichannel retailers account for a large proportion of sales annually. Online retailing is channelized through the establishment of a communication link between retailers and their customers with the use of web. A large variety of online retail sectors including travel companies such as Expedia, Travelocity, e-tailors including flipkart,ebay, amazon.in etc. have experienced a boom in their business which has resulted in the explosion of the usage of online shopping by a large number of customers.

Online Retailing attracts a large number of customers as they are exposed to a great variety of products and services to choose from. It is beneficial from business point of view as information technology and software systems produce better forecasts as well as control inventory costs. Elimination of intermediaries from the supply chain reduces complexities as well as avoids unnecessary costs, thereby improvising the online merchandising systems.

In general,satisfaction is a person's feelings of pleasure or disappointment resulting fom comparing a product's perceived performance in relation to his or her expectations. If the performance falls short of expectations,the customer is dissatisfied.If the performance matches the expectations,the customer is satisfied.If the performance exceeds expectations, the customer is highly satisfied or delighted.

The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is rated on a scale from one to five.At a very low level of customer satisfaction (level one),customers are likely to abondman the company and even bad mouth it.At level two to four customers are fairly satisfied but still find it easy to switch when a better offer comes along.At level five,thecustomer is very likely to repurchase and even spread good word of mouth about the company.High satisfaction or delight creates an emotional bond with the brand or company,not just a rational preference. Xerox's senior management found out that its "completely satisfied" customers are six times

more likely to repurchase Xerox products over the following 18 months than its "very satisfied" customers.

THE BACKGROUND

About two decades ago, everyone was oblivious to the fact that the internet could be used as a medium of conducting transactions between retailers and customers. Michael Aldrich became the pioneer of online shopping by introducing it in the 1980's. It was in the year 1989, when Peapod brought the first grocery store to the basic personal computers. Online Retailing received an ever-increasing detonation in the year 1990, when Tim Berners-Lee wrote the world wide web and thus, gave the first-ever browser to view web.

After this browser's successful launch and implementation, the internet became a global marketplace for demonstration and popularization of goods and services by a wide range of retailers under one roof i.e websites. 1995 was the year which gave way to the "king of e-commerce" Amazon.com followed by companies like Dell and Cisco who initialized the usage of internet for online transactions. eBay started online auction facility.

1998 was a remarkable year as PayPal launched its alternatives payment service, which was acquired by ebay later on. The dot com bust finally swept away the internet market in the year 2000. It was taken as a positive sign by many entrepreneurs and venture capitalists as a new invention in the retail sector as well as a pathway through which they could indulge into retailing on a global basis round the clock.

Progressively, online retailing became one of the most important and effective mechanisms of the process of buying and selling. 2002 experienced a sudden shoot in the number of web users as it crossed the 50% mark and annual online retail sales rose up 25.6% to 54 billion dollars.

CONTEMPORARY RELEVANCE OF ONLINE SHOPPING

- CUSTOMIZATION- Customers from all over the world can be reached online. Their individual tastes undergo a great deal of changes depending upon the latest technological enhancements as well as fashion tactics. Based on past experiences and sales, customization of products can be done in one go.

- NATIONAL AND INTERNATIONAL BARRIERS- These offer resistance when it comes to shopping through physical means or offline retailing. Export or import taxes, regulations and procedures inhibit retailers to smoothly perform various transactions. This also results in the increment of product costs.

- COMPETENCE- In order to establish any brick and mortar business enterprise, the start up costs are much elevated as compared to an e commerce business. It requires lesser licenses as well as permits and search of an appropriate geographic location is eliminated. Thus, its capacity of competence with traditional market systems is strengthened. So, its an efficient retail method for business transactions.

- CONFIDENTIALITY- Most of the customers are reluctant to embrace online shopping due to the presence of confidentiality and comprehensive secrecy of their transactions. Clientele discloses a lot of personal information such as telephone numbers, addresses, banking or credit card information and thus, do not like to compromise the disclosure of such imperative information as this would make their purchase a storefront operation.

- INCONCIEVABLE EXPEDIENCY- If we look at online retailing from customer point of view, it provides effortless access to home products, stationary, office equipments, grocery stuff, baby care products, various telephonic services etc. in one go. Consequently, today's competitive and realistic environment calls for such services in which physical labor and roaming from one place to another in search of daily

necessities, is avoided and the work is done with utmost perfection and without consumption of time.

- PREREQUISITE OF ESPECIALLY TRAINED STAFF AVOIDED- For the effective and smooth working of any retail organization, well trained and qualified staff with experience in the field of sales is very vital. Online retailing does away with complications of appointment of professionals who charge exorbitant remuneration for the performance of various errands and fulfilment of responsibilities.

- LENIENCE OF COMPARITIVE PURCHASING- Websites like Nextag.com, policybazar.com, cardekho.com etc. offer a central place which narrow down the online retailers which would probably have the best deals on items which are required by buyers. Many of them aggravate purchasers with taglines like- "Stop looking, start comparing."

- ALL-EMBRACING PRODUCT MIX ACCESSIBILITY- Restraining factors such as shelf-space constraints, precedent purchasing success and failures and impact of the local market, hinder the buying procedures of retailers who depend upon offline stores for their profits and income. More options and accessories are available online, as compared to the local market as such restrains do not create any impact on product accessibility.

PITFALLSOF ONLINE SHOPPING

- DECEPTION AND DEFENSE CONCERNS- Fraudulent repudiation of online transactions, identity theft, phishing, accumulation of spyware are some of the deceptive methods adopted by hackers and other anti-social elements to attract buyers towards products and services which are counterfeits.

- OUTLAY- Retailers have to bear a lot of disbursement in order to design and maintain websites. Professionals who are specifically qualified to develop softwares and a lot of

expertise are required to manage all such technical operations. Accordingly, this calls for a lot of expenditure and skilful maintenance as well as basic knowledge by the retailers as well as their staff members.

- LACK OF SEGMENTATION AND STANDARDIZATION- Not only internet retailing lacks personal touch, but, its web designing is deficit in standardization in contrast to catalogues or retail stores. Each internet retailer needs to learn navigation schemes for its various online stores in order to avoid misconceptions, inefficient grading systems and chaotic demonstration of products and services.

- UNFAMILIARITY- If we look into internet retailing from the Indian context, there may be many persons who are resistant to change. Physical touch when it comes to quality of certain products, serves as a great obstruction which creates general reluctance towards acceptance of such a technological innovation. Lack of access to web and inadequate knowledge also act as insulators for recognition and utilization of this facility. Sometimes, buyers may not be satisfied with the products leading to mistrust.

- TECHNOLOGICALHANDICAP- Software/hardware compatibility concerns, network bandwidth, up gradation of various softwares or websites with the existing applications or databases and vendor setting the e commerce environment with the exception of network servers, are some of the major techno-savvy hindrances which have to be overcome by retailers.

- CONVOLUTED LOGISTICS OF EXECUTION- Global databases having varying products and services, brands etc. offer a lot of exposure to customers. They tend to purchase round the clock and thus, application of logistics at international level, handling orders, dispatching goods etc. becomes extremely complicated and problematical.

- PRESSURE ON MARGINS AND PRICES- If one looks through this perspective, online retailers have to undergo tough and unwarranted competition as a lot of websites offer deals which may comparatively prove cheaper and thus, may attract buyers to a large extent. Loyalty towards not only specific brands, but websites also results in loss of customers. As a result, retailers have to be tremendously wary regarding present market patterns and customer preferences.

- DIMINISHED IMMEDIATE CONTENTMENT- Retail stores offer products instantaneously and thus, gratify the inquisitiveness of buyers on the spot, unlike online retailing which requires patience as it may take some time for the product to be delivered or service to embark on. Most of them do not have a preference for web usage due to lack of physical touch and time consumption.

REVIEW OF LITERATURE

Review of literature is divided into two parts National and International reviews.

NATIONAL REVIEWS

SodiJasbir(2014) in the Indian journal of applied research, E-Tailing Boom – Impact on Retailing, researcher has analyzedopportunities and threats. The finding are biggest competitive strategy adopted by these e-tailers is low pricing which has remarkably increased their sales and reduced the sale of brick and mortar stores.[1]

ChaudharyMeenakshi(2013) in the International journal of scientific and research publications,a study on growth of retail market in India with special reference to broadening of Mall culture in tier 2 city. In this paper researcher finds out the adaptability of mall culture in our Tier II city & to analyze the consumer behavior in the city Bhopal.[2]

NagraGagandeep andGopalR(2013) in the International journal of scientific and research publications,A study of factors affecting online shopping behavior of consumers,the researcher works on the impact of demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping. The results of study reveal that on-line shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income.[3]

AroraJyoti(2013) in the journal of computer engineering, Prospect of E-Retailing in India, the researcher has analyzed the factors that amount to the growth of e-retailing in India.The researcher finds e-Retailing or online shopping has become part and parcel of the people in India .[4]

SandhuVikram(2013),in radix international journal of research in social science, e-retail: its growth and prospects, the researcher critically evaluates the suitability of business environment for e- retailing in India and find the factors responsible for the success of e-

retailing in India. As a result are e-retailing is associated with numerous benefits both for the e-retailers and the consumers.[5]

Chandra P. Sathish and Sunitha.G (2012) in the journal of Art science and commerce, e-tailing – the mantra of modern retailer's success, researcher drives the factors for growth of the e-tailing.and also elucidate the strategic role of e-tailing in achieving the retail organization objectives. Researcher finds that E-tailers, need to revisit some basic retail functions, and develop further competencies in the areas of merchandising and demand forecasting, then,it can be a new success mantra of any retailer.[6]

ThamizhvananArun (2012) in the journal Emerald Insight, Determinants of customers' online purchase intention:an empirical study in India, researcher has analyzed customer online purchase intention, shopping orientation factors, online trust and prior online purchase experience. The research established that impulse purchase orientation, prior online purchase experience and online trust have significant impact on the customer purchase intention. Males are found to have more intention to shop online than females.[7]

Kumawat Mahesh and VermaSanjeev(2012),in International journal of Engineering and management sciences, on-line retailing in india: opportunities and challenges,the researcher finds opportunities and challenges of online retailing. The results show thatin the next 5 years, online retailing in India will strengtheneven further. [8]

Haq Zia in the journal of research in management and commerce, perception towards online shopping: an empirical study of Indian consumers,researcher works onthe factors affecting the perception of Indian online buyers and demographic profile of the customers give any impact on online buying.Reasearcher finds that few consumers were buying through online regularly.[9]

GoswamiShubham and MathurMeera(2011)in the journal of IJMT,Retail goes online-An Indian perspective,researcher investigates online retailing development and growth in India

and researcher finds that exponential growth in online retailing in India and its threat to kirana and small retailers.[10]

INTERNATIONAL REVIEWS

AhnTony,Ryuseewon and Han Ingoo,in the journal of science direct, it impact of web quality and playfulness on user acceptance of online retailing, the researcher test the relationship between web quality factors and user acceptance behavior and researcher finds that playfulness plays an important role in enhancing user attitude and behavioral intention to use a site.[11]

HollowayB.Betsy,BeattyE.Sharon(2005),in the journal of marketing,Service failure in online retailing:A recovery opportunity,researcher works on services failure of online retailing and finding shows that online retailing effectively and successfully recover their services and consumers reaction also positive.[12]

SrinivasanRaji,Finch T Austin(2005),in the journal of marketing, Strategic firm commitments and rewards for customer relationship management in online retailing, researchers test the the proposed model with a multimethod approach that uses manager ratings of firm CRM and strategic commitments and third-party customers' ratings of satisfaction from 106 online retailers. The findings indicate that firms with moderate bricks-and-mortar experience are better able to leverage CRM for superior customer satisfaction outcomes than firms with either low or high bricks-and-mortar experience.[13]

Szymanski M. David, Richard T.Hise(2004),in the journal of retailing,E-satisfaction:an initial examination,researcher works on finding factors of customer satisfaction with online retailing and they find that convenience, site design, and financial security are the dominant factors in consumer assessments of e-satisfaction.[14]

NazirSajid, TayyabArsalan and JavedIrum(2012)in the international journal of computer science,How onlineshopping is affecting consumer buying behavior in Pakistan,

the main objective of this study to find factors which are affecting the consumers directly for online shopping and findings shows that psychological factors, socialfactors, emotional factorsand privacy factors which affects the buyer attitude of online purchase.[15]

Li Na and zhangPing(2002),in eight Americas conference on information system, Consumer online shopping attitudes and behaviors: An assessment of research, The objective of this paper is to synthesize the representative existing literature on consumer online shopping attitudes andbehaviourbased on an analytical literature review.This paper identifies ten factors in the area of onlineshopping and proposes a model describing and predicting the relationships among these factors[16]

NEED OF THE STUDY

The size of the Indian online retail sector is rupees 2000 crore,according to Associated chamber of commerce and Industry of India (ASSOCHAM).This Industry is growing at the rate of 35 percent to reach the rupee 7000 crore in 2015.This growth shows the importance of online retailing in India and it attracts the marketers to cash this opportunity. At present, India stands on third position of internet user after China and USA.According to Boston Consulting Group 2010 report, 237 million of internet users available in India in 2015.

For those in villages and semi-urban areas, they are often the only channel through which to buy the latest gizmos. They sell electronic products cheaper. As it happens, usually significantly cheaper than the stores. And, yes, they allow cash on delivery.

Importance of consumer satisfaction in marketing depends on need and need is recognized through the buying behavior of customers. As we know that a satisfied customer either positively changes his own buying behavior by repeat purchase or he become a passive buyer by recommending the product or brand

The role of the external environment, demographics, online shopping decision making, and consumer satisfaction are less well represented in the IS literature. Consumers satisfaction

is a key factor in online shopping, yet only few studies investigate it. Any number of factors, including vender/service/product characteristics, website quality, attitude towardsonline shopping, intention to online shopping, online shopping decision making, and online purchasing, may influence consumers satisfaction. More importantly, the extent to which customers are satisfied is directly related to attitudes toward online shopping or toward specific Internet stores. The relative importance of this factor in determining such consumer behavior as repeat purchases suggests that further research on consumer satisfaction with online shopping needs to be conducted.

OBJECTIVES OF THE STUDY

The proposed study will be based on the following objectives. These objectives based on the above literature review.

1. To study the awareness level of online shopping among Indian consumers.
2. To study the factors affecting online shopping in India.
3. To analyze the impact of online shopping on satisfaction level of Indian consumers.
4. To conduct SWOT analyze of online shopping in India.

HYPOTHESES

The researcher would like to test the validity of the following hypotheses with reference to objectives

H01. There is no significant difference in the awareness level of online shopping among Indian consumers.

H02. There is no significant difference in the effect of factors affecting online shopping.

H03. Factors affecting online shopping andconsumer satisfaction are independent to each other.

OBJECTIVES	HYPOTHESIS
To study the awareness level of online shopping among Indian consumers.	There is no significant difference in the awareness level of online shopping among Indian consumer.
To study the factors affecting online shopping in India	There is no significant difference in the effect of factors affecting online shopping.
To analyze the impact of Online shopping on satisfaction level of Indian consumers.	.Factors affecting online shopping and consumer satisfaction are independent to each other.

RESEARCH METHODOLOGY

As the problem is well known which focuses on procurement of in-depth knowledge, and the facts will be used to analyze and evaluate the data. So, the research would be descriptive as well as analytical in nature

SCOPE OF THE STUDY

The study will be will be covering Uttar Pradesh comprising four big cities on the basis of population viz: Kanpur, Lucknow, Ghaziabad and Agra respectively.

SAMPLING TECHNIQUE

The Non-Probability Sampling Techniques like judgmental sampling will be used for the following reasons:

1. The population is infinite.

2. The study is related to internet user target audience, the judgment of the researcher will be there to draw the sample from the population of user.

3. The distribution of sample in geographical location is not even. The sample will be drawn as per the convenience from the target audience.

SAMPLE SIZE

The following sample size formula for infinite population is used to arrive at a representative number of respondents (Godden, 2004):

$$SS = \frac{Z^2 \times p\,(1-p)}{M^2}$$

Where:

SS= Sample Size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M = Margin of Error at 5% (0.05)

Example:

In this study major population are youth, the percentage of youth estimated at 50% (0.5) (this is population proportion). Use of the listed standard values in the formula translates to the following calculation.

$n=\{1.96^2\times0.5(1-0.5)\}\div 0.05^2$

$n= (3.8416\times0.25)\div0.0025$

$n= (0.9604) \div0.0025$

$n=384$

A sample size of 384 is suggested by above formula given by Godden, making it thetrue representative of the population, therefore, a sample size of 400 will be taken forconducting this study successfully.

Justification of the Sample Size

The respondents for collecting the primary data will be chosen from the whole Uttar pradesh i.e.Uttar Pradesh comprising four big cities on the basis of population viz: Kanpur, Lucknow, Ghaziabad and Agra respectively.The sample size of 400(100+100+100+100) is divided into equal four parts.

AREA	**NO. OF RESPONDENT**
Kanpur	100
Lucknow	100
Ghaziabad	100
Agra	100
Total	**400**

Data Collection

The data collection for the proposed research will be based on both primary and secondary data.

Primary Data

Primary Data will be collected from the respondents with the help of a self- structured questionnaire which will be executed to respondents for pilot study. Any amendment which would be felt necessary will be made in finalquestionnaire before administering it to all 400 respondents.

Secondary Data

Journals, magazines, books, reports and websites will constitute the source of secondary data.

Statistical Tools

To make the study more scientific, the researcher will use statistical tools like Chi-Square, factor analyzing test,ANOVA,weighted average and other tests of significance.

Reliability and Validity

The most popular test of reliability used by numerousresearches is Cronbach's coefficient alpha (Cronbach's alpha)which will test the consistency of respondent's answers to all the items in the measurement. Cronbach alpha of all variablesexceed 0.7 which makes it acceptable, in fact since they rangefor 0.7 to 0.9 they are acceptable to excellent measures.

S.No.	OBJECTIVES	METHODOLOGY TO BE USED
1	To study the awareness level of online shopping among Indian consumers	Data will be collected through a self-structured questionnaire.
2	To study the factors affecting online shopping in India	Data will be collected through a self-structured Questionnaire.
3	To analyis the impact of online shopping on Indian consumers	Identify the major factors of growth with the help of secondary data and primary data.
4	To conduct SWOT analysis of online shopping in India.	Examine the existing practices with the help of secondary and primary data.

PROPOSED OUTLINE OF THE STUDY

CHAPTER-1 INTRODUCTION

1.1 THE BACKGROUND

1.2 NEED OF THE STUDY

1.3 OBJECTIVES OF THE STUDY

1.4 PROPOSED HYPOTHESES

1.5 RESEARCH METHODOLOGY

CHAPTER-2 REVIEW OF RELATED LITERATURE

CHAPTER-3 ANALYSIS OF SECONDARY DATA

CHAPTER-4 ANALYSIS OF PRIMARY DATA

CHAPTER-5 SWOT ANALYSIS OF ONLINE SHOPPING

CHAPTER-6 CONCLUSIONS AND SUGGESTIONS

ANNEXURES- I- BIBLIOGRAPHY

II- QUESTIONNAIRE

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